

**WBKO-TV**  
**EEO PUBLIC FILE REPORT**  
**4/1/09 – 3/31/10**

**I. VACANCY LIST**

See Master Recruitment Source List (MRSL) for recruitment source data.

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
TV MCO / Production Asst	1-21, 24	24
Internet Sales Account Executive	1-21, 23, 24, 27	24
Production Asst / MCO PT	1-21, 23	23
Production Asst / MCO PT	1-21, 23	23
TV MCO (overnight shift)	1-21, 23-24	20
TV MCO (overnight shift)	1-21, 23-25	23
Video Journalist PT	1-21, 23-25	23
Video Journalist	1-21, 23-25	24
Producer / Reporter PT	1-20, 23-25, 27	23
Videotape Editor / Assoc Producer FT	1-20, 24-25	24
Videotape Editor / Assoc Producer PT	1-20, 23-25	23
Weekend Weather Anchor PT	1-20, 23	23
Video Journalist PT	1-20, 23-24	23
Television and Internet Sales Acct Exec	1-20, 23-25	25
Production Assistant / MCO PT	1-20	20
Production Assistant / MCO PT	1-20, 25	20
News Producer / Editor	1-20	20
Video Journalist	1-20	20

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

<b>RS No.</b>	<b>RS Information</b>	<b>Source Entitled To Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over 12-month period</b>
1	Career Services Center (dan.onitsuka@wku.edu) Western Kentucky University Weatherby Admin Bldg, #109 Bowling Green, KY 42101-3576 270-745-0111	N	1
2	Kat Williams (kat.williams@wku.edu) WKU, Dept. of Journalism Gordon Wilson Hall, Room 313A Bowling Green, KY 42101 270-745-4144	N	0
3	Stephen White, Coordinator of Broadcasting (Stephen.white@wku.edu) WKU, Communications & Broadcasting Ivan Wilson Center, Room 141 Bowling Green, KY 42101 270-745-5891	N	0
4	Jo-Anne Ryan, Director (jo-anne.ryan@wku.edu) Broadcasting/Faculty WKU/Communications & Broadcasting Mass Media and Technology Bldg 1 Big Red Way Bowling Green, KY 42101 270-745-3828	N	0
5	Liz Heller (eheller@draughons.edu) Draughon's Junior College 2421 Fitzgerald Industrial Dr. Bowling Green, KY 42101 270-843-6750	N	0

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6	Ron Baldwin (ron.baldwin@kctcs.edu) Bowling Green Technical College 1845 Loop Drive Bowling Green, KY 42101-3601 270-746-7467	N	0
7	Michael Bille Michaels Media (info@michaelsmedia.com) 1721 Richardson Pl. Tampa, FL 33606 813-254-9695	N	0
8	Beverly Robbins (postjobs@siu.edu) Southern Illinois University at Carbondale College of Mass Communications Carbondale, IL 62901 618-453-2391	N	0
9	University of Kentucky, Danitra Wallace (ukcareercenter@uky.edu) School of Journalism & Telecom 116 Grehan, Journalism Bldg. Lexington, KY 40506 859-257-2746	N	0
10	University of Louisville (employ@louisville.edu) Communications Dept 310 Strickler Hall Louisville, KY 40292 800-344-8635	N	0
11	Phou Sengsavanh (sengsavanhp@missouri.edu) University of Missouri-Columbia School of Journalism, 76 Gannett Hall Columbia, MO 65211 573-882-0373	N	0

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12	R. Crisp (r.crisp@moreheadstate.edu) Career Services Morehead State University 220 Alley Young Morehead, KY 40351 606-783-2233	N	0
13	Career Services (marlo.rhodes@murraystate.edu) Murray State University 210 Ordway Hall Murray, KY 42071 270-762-3735	N	0
14	Karen Austin (kaustin@mtsu.edu) Middle Tennessee State University Box 2, 1301 E. Main St. Murfreesboro, TN 37312 615-898-2500	N	0
15	RTNDA (nicolen@rtnda.org) 1600K St., NW Washington, DC 20006 202-296-8897	N	0
16	Medialine (medialine@medialine.com) PO Box 51909 Pacific Grove, CA 93950 800-237-8073	N	0
17	Megan Parlett, Dir of Emp Placement Svc (mparlett@limail.us) The Leadership Institute Steven P.J. Wood Bldg, 1101 N Highland Arlington, VA 22201 703-247-2000	N	0
18	Walterene Swanston (nabjprograms@aol.com) Nat'l Assoc of Black Journalists 8701 Adelphi Rd Hyattsville, MD 20783 301-445-7100	N	0

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19	Brian & Iris Tobler (wel-ec-nashville@ldschurch.org) LDS Employment Resource Center 19 Industrial Park Dr. Nashville, TN 615-822-7046	Y	0
20	Posting on WBKO Website <a href="http://www.wbko.com">www.wbko.com</a>	N	62
21	Ray Lanham ( <a href="http://www.joy.state.ky.us">www.joy.state.ky.us</a> ) Ky Dept for Employment Services PO Box 90003 Bowling Green, KY 42101 270-746-7425	N	0
22	WBKO An-Air Announcement	N	0
23	Employee Referral	N	23
24	Internal Transfer/Promotion	N	18
25	Walk-In Candidate/Self-Referral	N	23
26	Classified Advertising Bowling Green Daily News 813 College St. Bowling Green, KY 270-781-1700	N	0

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27	Job Fair	N	0
<b>Total Interviewees over 12-month period</b>			<b>127</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
1	Training program to help personnel acquire skills to qualify them for higher level positions	The Station has implemented a cross-training program between its News and Production departments as well as within the departments. Once an employee learns the job he/she is hired to perform, they receive training in another area. For example, News employees may receive training as Master Control Operators or Producers, and Production employees may receive training to develop skills such as editing, photography or directing. The skills learned in cross training qualify on-staff personnel to apply for cross-disciplinary vacancies.
2	Internship program	During the summer of 2009, the Station hosted one intern in its News department.

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	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
3	Participate in job fair	<p>April 2009. The station's HR Director and Production Manager participated in the Bowling Green Technical College Job Fair. The job fair was open to residents of the local area as well as BG Tech students. More than 300 applicants and 22 employers attended.</p> <p>October 2009. The station's HR Director, News Director and General Sales Manager participated in the Western KY University Career Expo. An estimated 400 students and 80 employers participated.</p> <p>March 2010. The station's HR Director and General Sales Manager participated in the Western KY University Career Expo. An estimated 500 students and 80 employers participated.</p>